



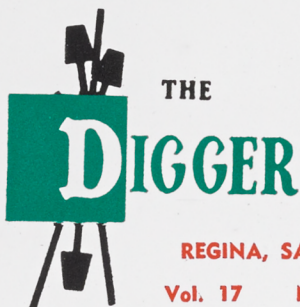
FROM

*The Digger  
Staff*

TO

*Our Readers*





THE

# DIGGER

REGINA, SASK.

Vol. 17 No. 8

Monthly publication by the staff of Simpson's and Simpson-Sears, Regina.

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BETTY AITKEN

Sports ..... JOHN PARDY

*Ring Out the Old —*



*Ring in the New!!*

This seems to be an appropriate time to take personal inventory. Looking back over the past years, most of us find that we have a great deal to be thankful for; whereas others have experienced misfortune in various forms.

The resolutions we made were probably soon broken but, if in reminiscing, we feel that we have done the very best we are capable of doing, then, indeed, we are very fortunate. On the other hand for those of us not in this group, now is a good time to give serious thought to our aims for the future.

A life span is a comparatively short period of time consequently we should make the most of it.

Our wish, therefore, is the best of health and prosperity to all of you. We hope the coming year will be one of peace, contentment and great satisfaction and that all your efforts will be well rewarded.



Mr. J. C. Porter, Vice-President—Sales, of Simpson's, visited the Regina store November 22, 23 and 24. Mrs. Porter accompanied her husband on the trip from Toronto.

## *A Christmas Philosophy*

I know perhaps I should give way,  
To all the cynics of today,  
That Christmas now has changed to be,  
A million dollar shopping spree.  
And though I know such things are true,  
I'm sure there's folks like me . . and you,  
Who strive to keep this day of days,  
A Holy Day, a Day of Praise.

Some little things you meant to buy,  
You go without so you can try  
To give an extra little gift,  
That gives some lonely soul a lift.  
And shop around until you find,  
The kind of gift you had in mind,  
So in each tiny child's eyes,  
You'll see their dreams materialize.

And once again relate to them,  
That sacred tale of Bethlehem,  
How in a tiny child's birth  
Was born a hope for all the earth.  
So Christmas will go down and be,  
A lovely, happy memory.  
To help sustain their darkest hours,  
In this chaotic world of ours.

So though I'm sure as I can be,  
That cynics there will always be,  
Who say that Christmas in their eyes,  
Is just a business enterprise.  
The ancient creed to give and share,  
Is still around us everywhere,  
If we will keep our Christmas so,  
It's more like that of long ago.

BERYL RASMUSSEN,  
High River C.S.O.







As the end of another year approaches I would like once again, through the medium of The Digger, and on behalf of the management of Regina Control Store, to extend to all members of the staff—in the catalogue sales office, 200 desks and in the control store—our sincere thanks and appreciation for your loyalty and cooperation during the past year.

Your efforts to serve our customers in a friendly manner and in a way that would be completely satisfactory to them has been much appreciated. We ask for your continued effort in this direction for 1961.

We wish each of you a very Merry Christmas and may good health and happiness be yours throughout the New Year.

*J. J. Reid*







1960 has been another eventful year at Simpson's.

Departments on the second, third, fourth and fifth floors have been almost completely relocated, which meant some difficult and trying periods for everyone—customers and salespeople alike. I would like to thank everyone for their co-operation and patience during these periods.

Our new Courtesy campaign has introduced a new note of friendliness throughout the store.

Following a Spring period in which it was difficult to maintain sales, this Fall has shown a decided improvement due possibly to the air conditioning, parking facilities and the new departmental locations. Finally, and of equal importance, due to the enthusiasm and interest of all the employees.

To every one of you, and to your families, the management of the store join me in wishing a very Merry Christmas and good health and happiness in 1961.

*W. E. Bull*





# The Magic Time

by Beryl Rasmussen

Little Girl came home today with the Christmas stars dimmed in her big brown eyes, for someone had shaken her belief in the magic that surrounds our good old friend St. Nick. Never again will she lie awake on Christmas Eve listening for the jingling bells and not trying hard to sleep. Never again will she expect the wonderful ecstasy of getting up in the predawn of a wintry morning and tip-toeing to look under the festive tree or, wonders of wonders finding that He's crept right into her room while she slept and filled the stocking right beside her little bed. Perhaps her gift will still be a surprise, something that she dearly wanted, but that magical enchantment of receiving it, of wondering just how and when and where it was delivered from, has gone forever.

The pain of growing up always hurts and even in a group of six year olds there are the cynics who will smugly break the magic bubble, because their parents believe that all pretense is wrong. In this world of satellites, atoms and strange things in the heavens it is a little difficult to cling to a Christmas story of a jolly little man who lives at the North Pole, and whose only purpose in life is to harness up his reindeer once a year and bring presents for all good girls and boys.

In our present day materialistic approach to life, we have lost our great sense of wonder. Our children's world of today has too few Hans Christian Andersen's, John Newberrys and Robert Louis Stevensons. There are no fairies, leprechauns or Peter Pans. Dr. Clement Moore over a century ago created that beloved little poem "The Night Before Christmas" to make his two little daughters happy, and millions of readers, young and old, have read with delight his Christmas fantasy. And his poem will still be repeated at Christmas long after people have forgotten that certain learned men like Dr. Brock Chisholm say we mustn't lie to our children because they might grow up with a complex!

The first Christmas gift was an expression of love, "For God so loved the world that He gave His only begotten Son." That was the first Christmas gift, followed by those from the Wise Men and so down the ages every legend, every song and every poem is in remembrance of this first great Christmas gift. The gifts given at Christmas symbolize a philosophy of life; that it is more blessed to give than to receive. That is the reason why tired mothers and impoverished fathers throughout the land sit on that one evening of the year, and relax, happy in their efforts, and remember back through the years of their childhood and Christmases of long ago.

There are thousands of parties throughout the land every Christmas when people give of themselves just to keep the stars shining in the eyes of the little folks. For when we are grown we know that the dreams of childhood

are the most important ones of our lives, for they return to our memories when we are old and we know these were the golden years.



It is called by Santa, the Great Deception, but when we are grown we do not think of our parents as deceitful, but rather, remember all the loving little things which made up the deception. We remember that never were the same candies served on Christmas Day as were found in our stockings. How the biggest and reddest apples found their way into them and also those juicy little Jap oranges which always made their first appearance Christmas morning and yet there was much banging and effort when father was asked to open the family box later on in the day.

You remember how the writing on the "gift" never in any way resembled that of our parents because, of course, Santa was a very old man, and so you left him a piece of Christmas cake and all the extra little silver candles which fell off the first piece that was cut. He also had the first nip from the wine bottle bought especially for the festive occasion, and this was always father's special duty, because mother was a vigorous "dry" and as he brought out the crystal wine glass which he used every year, he used to relate how his mother used to leave the self-same glass out full of wine each Christmas evening in Merry Old England so the Jolly Saint Nick might have a nip to warm him on his way. That was about the only Christmas story mother never seemed to back father up on and she used to mutter how a cup of tea would do him just as much good at that time of night, and that Santa better do his job before he took his night-cap!

Santa was also a very wise man and indirectly a much greater influence than any child expert of the modern world for he was a great judge of "good" or "bad" with the parent making out the report card. There was the time when he wrote Big Brother the note telling him to keep the woodbox full and Big Brother went out Christmas morning and dug a big hole in the woodpile and brought in such a pile of wood that it reached half way up the window and all the plants on the sill were frozen before the wood was burnt up. We wondered why mother blamed father for her frozen plants and how he went around to the neighbors getting little slips for her to start again. Then there was the time I got a wobbly little note, pinned on my stocking, saying "Stop sassin' your Ma!" and with the science of self-expression still undiscovered, I went around in a cloud of meekness for weeks. But I wondered why Santa could call her Ma and I got my ears boxed for doing the same thing.


And so when I look back on Christmas, the Great Deception was a wonderful time, and as I look into Little Girl's trusting eyes, I firmly vow to give her a little more magic time, and so I say "No Santa Claus, whoever told you such a thing... Did I ever tell you about the time that the drifts were so high and hard that he and his reindeer rode on top of them when I was a little girl.





The story of Christmas, through carols has been a tradition for many generations. We have all been singing them for years. Here we have chosen a few verses or lines from familiar carols, mixed them a little, to try and bring the same message with a little variation. This brings the realization that no matter how you mix things at Christmas time it will always come out the same each and every year.

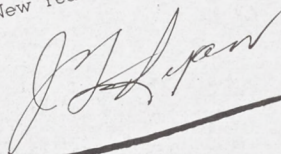

MERRY CHRISTMAS  
GOD BLESS US EVERY ONE



Again the most treasured festive season of the year approaches and we pause to think of the many friends and associates we would like to greet at this very special time.

1960 has been another eventful year in the Sales Office division of the Company and each one of you has contributed to the progress we have made during this busy year.

Once again I wish to convey my warm thanks to you all, for your splendid co-operation and effort throughout the year. It is my sincere wish that you and your families have a joyous Christmas season and full measure of happiness and good health in the New Year.





O little town of Bethlehem how still we see thee  
lie! Above thy deep and dreamless sleep the  
silent stars go by. For Christ is born of Mary  
and gathered all above, while mortals sleep, the  
angels keep their watch of wondering love.

## RED DEER STORE




On Thursday, November 17th, the Catalogue Sales office Division opened a new Class 1 office at Red Deer, Alberta. This now brings to thirteen the number of Class 1 units in the Regina Control Store region. Class 1 offices are those where we stock merchandise at the location and employ salesmen. Our sales area at Red Deer is 5,000 square feet with a corresponding warehouse area on the lower floor.

Red Deer, a city of approximately 19,000, is located some ninety miles from Edmonton on the north and Calgary to the south. It is the centre of a prosperous mixed farming community as well as numerous gas and oil wells. The trading area population is well over 115,000.

Red Deer district was surveyed for homesteads in November, 1883, by one of the earliest settlers, Mr. Angus McPhee, D.I.S. In the spring of 1884 Rev. Leonard Gaetz, D.D., with his wife and ten children took up a homestead on the quarter section where the city of Red Deer now stands. The first school was established in 1886, known as the Red Deer Central Protestant Public School District #104 of the N.W.T. At that time the log schoolhouse near the Red Deer River had seven pupils. The Calgary and Edmonton railway (C.P.R.) lines reached Red Deer from Calgary in April, 1891. Red Deer takes its name from the river which traverses it, the Cree Indian name for which was Waskasoo Seepee, meaning Red Deer River. The river received that name from the numerous red deer frequenting its banks in the early days. We in the Catalogue Sales Division feel a link to the pioneers as well, since our new







Silent night, Holy night, all is calm all is  
bright round yon Virgin Mother and Child, Holy  
Infant so tender and mild, Sleep in Heavenly  
peace. Jesus, Lord at Thy Birth.

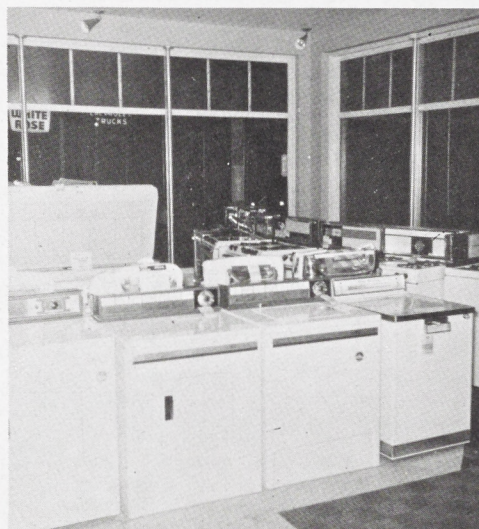
## EXPANDS

premises are located on Gaetz Avenue (named after Rev. Gaetz) and 48th Street. As well, our landlord, the Stewart Brothers, now at Penhold, Alberta, are early pioneers of Red Deer, having come there early in the turn of the century. They are highly regarded throughout the city and district for their contribution over the years to the development of this wonderful locality.


Our Catalogue Sales Division is looking forward, under the managership of Mr. Forgay, formerly at Estevan C.S.O., to a fruitful and prosperous business at Red Deer. With Mr. Forgay is his assistant Mrs. L. Chapman and eleven other sales and credit staff.

Mayor J. M. McAfee snipped the ribbon at 9.30 a.m. on Thursday morning to let customers through the main doors. C.S.O. manager **Lowry Forgay** then welcomed the public to our newly enlarged premises. An interesting highlight during the radio broadcast was a call from a customer advising us that she had a Simpson's mail order catalogue from 1905 and that she would be down with it later on.

Others attending the opening were **Mr. F. E. Reid**, General Manager, Regina Control Store; **Mr. J. Ryan**, Sales Manager and Superintendent, Regina Control Store; **Ray Baldwin**, of Regina, Sales Promotion and Display Manager; **Claude Roy**, Saskatoon, District Sales Manager, responsible for the Red Deer C.S.O.; **Ron Passey**, District Sales Manager, Southern Alberta; **Mary Neal**, Manager, Lacombe; **Hylda Schell**, Manager, Ponoka; **Vada Angus**, Manager, Wetaskiwin; and **Ray Thibodeau**, Manager, Camrose.







Angels from the realms of glory wing your  
flight over all the earth. Ye who sang creation's  
story, now proclaim Messiah's Birth. Come and  
Worship, come and worship, worship Christ the  
new born King.

## IMPRESSIONS

On November 3rd the Co-trol Store was honoured by a visit of 26 pupils from the Grade 3 class of Rosemont Public School.

Three employees acting as tour leaders filled out an order form for an item selected from the catalogue, explained the catalogue number and then followed the order through the system on a tour of the building. The groups were taken to Buying, Order Review, the 8th floor (where the item was filled), then to the tube station and on to the Packing Department. The tour ended in the Cafeteria where doughnuts, milk and soft drinks were on the house.

A few days later the tour leaders received letters from each of the pupils in his group. A note from the teacher told how each child had drawn a picture of various stages of the tour and composed his own story of the mail order business and then compiled the illustrations and stories into a scrap book entitled "Our Trip to Simpsons-Sears Mail Order Department Store."

Judging from the letters received the most popular place was the tube station with the Packing Department running a close second. Here are some excerpts on what they liked best: "Most of all I liked the tube station, the way the tubes were popping around like popcorn" . . . "I liked the section girl, the way she threw it on the belt" . . . "I liked the pipes in the tube station because every time a tube came I jumped! The air goes very fast don't you think?" . . . "I liked the tube station best, Pop!!! out came a tube. Out came some more tubes. I would like to know how the pipes could suck up the tubes" . . . One little girl was impressed with a variety of jobs. "The people who work at the tube station have a very nice job. I like the section girls' job too. The packers have a very nice job. The Order Review is a very nice job. The stenographers have a very nice job. I would have liked to take your job of taking our class around if I worked there" . . . "I told my brother about the belts and he didn't know what it was" . . . "I liked the treat best of all. I drew about the cooks

in the kitchen. Two boys were sick the next day because they ate too many doughnuts" . . . "If I worked in Simpsons-Sears the part that would be most fun is putting the packages on the right belt or maybe even one of the ladies in the Cafeteria" . . . "Most of all I liked the shoe department because I saw the girl that helped my sister and I get a pair of overshoes for the winter" . . . and from a boy "The part I thought was most interesting was the stenographers."

Every letter expressed thanks to the Cafeteria and complimented them on their cooking. In a letter addressed to "The Cooks," one boy wrote: "Thank you for the delicious meal you gave us. I liked the doughnuts and cupcakes. They were better than the ones my mother made. I had orange juice and chocolate milk. My friend Barry and I put pepper on our doughnuts and cupcakes and they tasted good." Another reads, "I'm really thankful for giving us the free drinks in the Cafeteria"; and to one of the tour leaders a boy wrote "I do appreciate you taking us to the Cafeteria. When I got home I felt sick." Another boy expressed his appreciation and told how interesting he had found the tour and then ended his letter with "I was very happy when you said we were going to the Cafeteria. I had 3 doughnuts and 2 glasses of chocolate milk."

It would be interesting to see the pictures the teacher mentioned. One girl writes "We drew a picture of our trip. I drew a picture of looking out the window." Another says, "I drew of waiting in the store." An appreciative girl writes "I think Simpsons-Sears will be the best trip I will ever have. I drew a picture about the Order Review."

One letter mentions this fact: "When we were waiting at the front of Simpsons-Sears we met a man with a black suit."

These are just a few of the choice lines we picked out. Actually, the letters were all very well written and showed a remarkable understanding of the rather complicated business of filling an order that these young pupils learned on their brief tour.





While shepherds watched their flocks by night  
all seated on the ground they looked up and saw  
a star Shining in the east, beyond them far.  
And to the earth it gave great light.

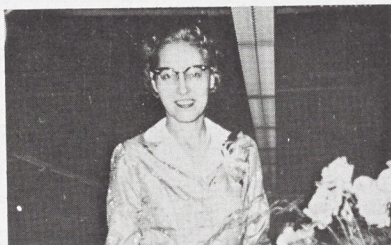
## DID YOU KNOW ?

**Dick Dreidger**, professional journeyman from the Leader-Post, is now part of our showcard staff.

When **Lydia Rathgeber** left the Company on October 21, she was presented with a mirror on behalf of her many friends in C.O.D. Salescheck Control.

On behalf of the Adjusting Department Staff, Frank Stojak presented **Georgina Gwilliam** with a lovely mirror when she left the Company to make housekeeping her full time job.

The Hardware staff are very glad to welcome **Laura Belteck** back into their department. Laura was away all Summer and Fall due to reasons of health.



**Agnes Terry**, D/168R, who completed 25 years with the Company on November 21st, received congratulations from Mr. Reid and other members of the staff. On behalf of her associates in the General Office and others Mr. Morris presented Agnes with a matched set of luggage—a bit late for her 25 year trip, but we think Agnes will make good use of it in future years.

With sincere regret the Returns Department and other friends bade "farewell" to **Howard Wiley**, November 26, 1960. He will be missed a great deal, for it was always a pleasure to be associated with "Howard". On this occasion he was presented with a Parker Pen and Pencil Set, Black Diamond Ring and Dress Shirt, from the entire group. May every happiness be yours 'in your new field of work!

**Aria Bleich** was presented with a farewell gift from the staff of 802 when she recently left the Company.

**Fran Rooker** was presented with a silver spoon by the Recording and Circulating Depts. when she left to take up housekeeping as a full time job.

**Dinah Ochitwa** was presented with a silver spoon by the Recording and Circulation Depts. when she recently transferred to Group Operating 1. Good luck in your new venture Dinah.

A gift of a desk set was presented to **Florance Hannay** when she left the Credit Office.

A surprise "Farewell Party" was held at the home of D. Collins in honour of **Jean Messham** of the Easy Payment Dept. by her co-workers. Games were played and light refreshments served. Jean was presented with jewellery and lingerie. Lots of luck in Edmonton, and we hope you like your new position.



Congratulations to **Harry Amell** on his 25 years with the Company. The staff of the Catalogue Shopping and shoe room presented him with a black diamond ring.



The Angel of the Lord came down, and Glory shone around. "Fear not. To you is born of David's line a Saviour who is Christ the Lord." "The heavenly Babe you there will find to human view displayed, all meanly wrapped in swathing bands and in a manger laid." And so shone the star both day and night.

## ***Crippled Children Visit The Store***



On the afternoon of November 28th, the Downtown Store was happy to have 35 children from the Physical Restoration Centre for a party.

It was a joy to see their faces as they gazed at the windows, in fact, they would probably have been content to stay there all afternoon had not so many other exciting things awaited them.

A festive spread was arranged in the Em-

ployees' Cafeteria, with gaily decorated tables, balloons, paper hats, crackers and all the types of food children enjoy, with the addition of candy floss for those with any room to spare.

Santa Claus provided a climax to the day and gave each one of them a gift. This was a day to remember and as the children were wheeled back to the waiting bus, we knew it had been a day well spent.





Joy to the World the Lord is come, let earth receive her King.  
Let every heart prepare Him room and heaven and nature sing—  
The Saviour reigns. Let men their songs employ. While fields  
and floods, rocks, hills and plains repeat the sounding joy. He  
rules the world with truth and grace and makes the nations  
prove the glories of His righteousness and wonders of His love.

## THE "MAIL FLOW"

A good number of our readers may not be fully aware of the volume of business that passes through our hands or the number of customers we serve.

Let's start with the orders coming in! Our trucks pick up the mail bags from the Railway Station delivering it to our Cash Office. At this point the letters are opened and all money enclosures controlled. The orders are forwarded to the Buying Dept. (cash orders and COD's). The credit orders are sent to the Easy Payment Dept. and later sent to the Buying Dept.

The Buying Dept. arrange for tickets which are sent to the merchandise departments so

the articles ordered by the customers can be sent to the Packing Dept. They also schedule the flow of orders.

The Order Review now enters the picture and this Department revises the order forms where necessary before shipment is made.

In addition to these immediate departments, numerous others are required to run our Mail Order business.

So it all boils down to simply this, all of us, directly or indirectly, depend on our customers and the service we give will be a measure of our success.



### CONGRATULATIONS LOU

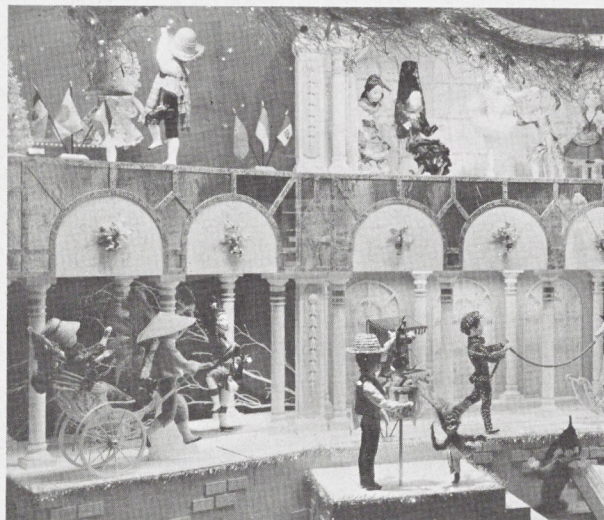
**Lou Daze** was one of the winners in the recent C.S.O. White Goods Sale. Harry Amell made the presentation to Lou.





Oh come all ye faithful joyful and triumphant,  
come and behold Him born the King of Angels.  
"Oh come let us adore Him, oh come let us  
adore Him, Christ the Lord." Sing choirs of angels  
sing in exultation, sing all ye citizens of heaven  
above. Glory to God in the Highest.

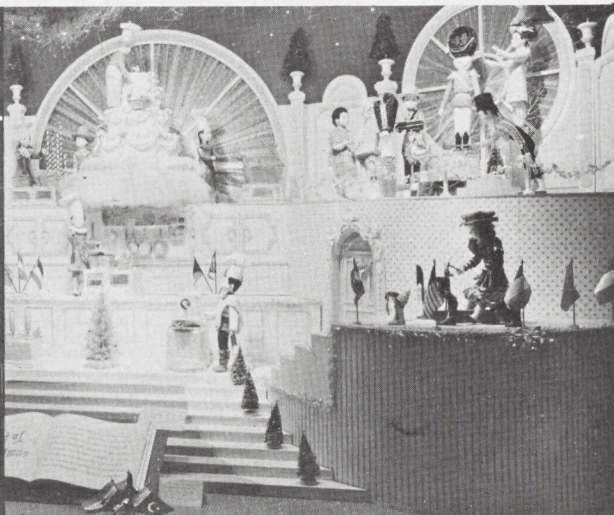
## 11th AVENUE



Toronto Window #17



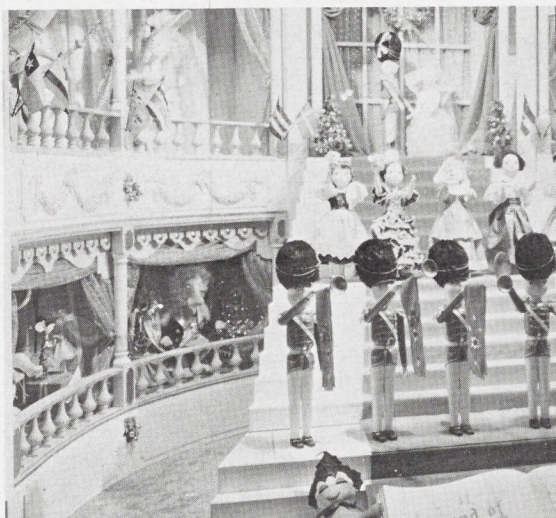
Toronto Window #18



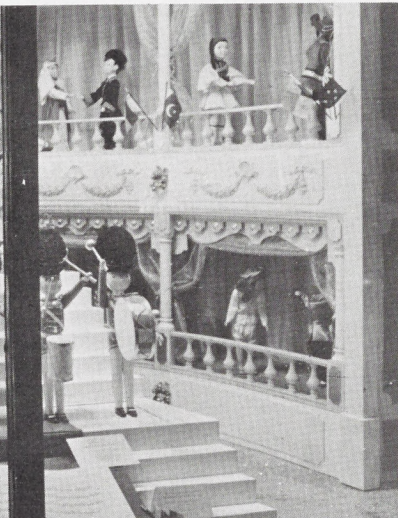


Then entered in the wise men three. "We three Kings of orient are, bearing gifts we traversed afar, field and fountain, moor and mountain, following yonder star—O Star of wonder, Star of night, Star with royal beauty bright, westward leading still proceeding guide us to thy Perfect Light.

## E WINDOWS



Toronto Window #19



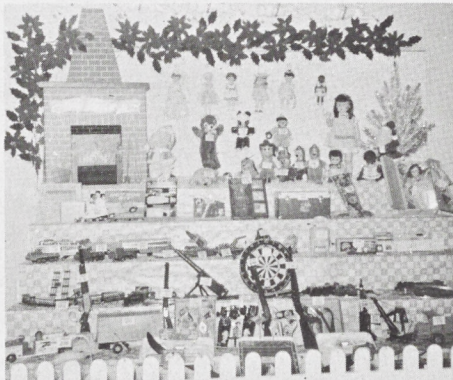
Toronto Window #20





Gold I bring to crown Him again, King forever, ceasing never over us all to reign. Frankincense to offer have I. Incense owns a Deity nigh. Prayer and praising all men raising, Worship Him, God Most High. Myrrh is mine its bitter perfume breathes a life of gathering gloom. sorrowing, sighing, bleeding, dying, sealed in the stone cold tomb. Glorious now behold Him arise. King and God and Sacrifice. Alleluia- Alleluia-Earth to the heavens replies.

## BROWSING THROUGH







Christians awake, salute the happy morn  
whereon the Saviour of the world was born.  
Rise to adore the mystery of love which hosts of  
Angels chanted from above. Noel, Noel, born is  
the King of Israel.


## THE BUILDINGS



## TOYTOWN







In Bethlehem in Jewry this blessed Babe was born, and laid within a manger upon this blessed morn: the which his mother Mary did nothing take in scorn. Away in a manger, no crib for a bed. The little Lord Jesus laid down His sweet Head. The stars in the bright sky looked down where His lay, the little Lord Jesus asleep on the hay. The Baby awakes but the little Lord Jesus no crying He makes. We love Thee, Lord Jesus, Stay by our side until morning is nigh.

## BEAUTY SALON NEWS

We are happy to welcome the new members who have this year joined our staff. **Freda Williams** (well-known to our store in recent years), also **Carol Soo** and **Elizabeth Coghlin**, formerly of Ottawa.

### HAIR FASHION NEWS:

Daytime . . . Wear simple, practical hair styling and always with a six week rinse or rinse color to bring out the smart lines. Coloring is more and more the order of the day.

Five O'clock and Formal Wear . . . Gracefully, exotic and beautiful stylings. Hair pieces or hair ornaments are high fashion for formal wear and on the short coiffures. The very newest bit of hair fashion is the "Frosting" (not on the cake this time) but very beautiful on naturally curly hair, straight or permanent waved hair. Most attractive. Take five minutes of your dinner hour and drop in for information on the new Frosting . . . you'll enjoy the NEW LOOK!

Here is an example of the kind of achievement the Russians can't even begin to match. Someone has figured out that the gum chewed in the United States each year (250,000,000 lbs.) could be stretched to reach Mars. No doubt just the amount suck under the table and counter tops would stretch to the Moon.

### STATISTICS

Some statistics over the past year:

Job Relations Course (to Oct.)	10
Job Instruction Training (to Nov.)	
M.O. ....	25
Retail .....	16
How To Sell Course (to Oct.)	60
Marriages (to Nov.)	43
Population Increase (to Dec.)	29

## Our Deepest Sympathy

**Alma Rodgers**, Telephones, by the death of her brother in Vancouver, on November 7.

**Elsie Newmann**, Dept. 856, by the death of her brother in Ontario, on November 22.

**Eva Keast**, Executive Office, by the death of her father on November 13.





All glory be to God on high and to the earth be  
peace, good-will henceforth, from heaven to men,  
begin, and never cease.

## CHRISTMAS

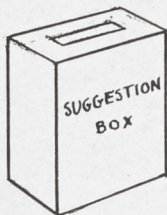
*They say that Christmas time  
Is for the very young,  
But, don't you think, on Christmas Day,  
When all is said and done,  
That we are only little kids,  
Who've been here quite a spell,  
And age, to us, means only,  
More Christmases of which to tell?  
Oh! How the kiddies love the day,  
With Santa Claus and toys,  
When all the family gather 'round  
With lots of love and noise.  
And Father carves the turkey,  
After we've bowed our head,  
And some take dark and some take light,  
But all will be well fed.  
We'll tuck the little ones in bed,  
And gather up the dishes,  
And make Mum take it easy,  
Tho' much against her wishes.  
We'll gather 'round to sing some songs,  
And talk about the fun,  
Then I will say, with Tiny Tim,  
"God bless us every one."*

Gladys Stratford  
Adjusting Dept.





# 1960



**JANUARY**—This month usually is the beginning of the new year looking ahead wondering "what will come next." Tillie Norman and Belle Wertzler started a wonderful time in their lives when their retirement from the company came into effect. They are both very active and have planned full days now they have the free time.

The Suggestion box was well used. Many people benefited from their own ideas. The staff conferences also netted many staff members cash on the line. There were a lot of employees transferred to new positions, many of which went to new stores. They are still remembered with kindly thoughts. Mary Webber and Ev. Addie became 25 Year Club members.



**FEBRUARY**—After a canvass for the prettiest girls in both stores, Erin Britton was judged as our choice for Wheat Queen. As you all know, in August, this came true. More changes throughout both stores. The Control Store had a fashion Show of Catalogue merchandise. This was arranged by Alice Lyons and Alex Eaket. The small fry were a real hit. The other models looked very charming.

The Valentine Dance? The best yet was the reaction!



**MARCH**—The Spring Fashions were the keynote downtown. The first big change in the Social Club and Charity Fund since it started. The two projects were split. This let the Social Club look after social events and the Charity Fund to take care of the needs of different organizations who wished contributions. The Employees and the Company are both represented by the committee. This is the second year of this venture.

Norm Flynn represented us at the Profit Sharing meeting in Toronto.

**APRIL**—C.S.O. had a promotion of Sales Campaign in the offing.

**MAY**—Once again two new 25 Year members, Rose Krause, Doris Bennett. "More For Your Money" sales produced a quantity of hilarity. Everyone seemed to pitch in and help make it a "a really big shew!"





# HIGHLIGHTS

**JUNE**—Digger under new management, not necessarily the best—but we all try. A big opening . . . Medicine Hat's new Simpson's-Sears store.

**JULY** — A big event for 11 people from Regina. They went on the "never-to-be-forgotten" trip to Toronto. The send-off was a tremendous event, a lot of planning and effort went into this first send-off of its kind.

**AUGUST**—More people moving up! The Social Club annual meeting brought together some hard working people. Their efforts, which aren't always taken advantage of by the rest of us, are never slacked. When they could say—who cares if we don't do anything, let's sit back and watch,—no one will notice . . . they don't. They keep on slugging in the hopes that something they do will interest someone. So keep on pitching! Cash for suggestions again. Get in there you employees. Who wants to have some pin-money on the side?

**SEPTEMBER**—More appointments — more changes throughout the two stores. Mr. Hindle's retirement—three retirements this year so far. Do you want to see a nice picture? Look in the Sept. Digger, page 6 or 7. The contest winners were a happy lot when they received their gifts for selling the most votes for Erin. Hey! see the addition to the sports pages. Yes, John's picture—pretty nice eh?

**OCTOBER**—Oh, my, more transfers and Mr. Calder is No. 4 to retire this year. There was a new financial report this month . . . the Charity Fund. Let your conscience guide you, if you feel you could or would like to do more, don't wait till next year. Let's contribute freely.

**NOVEMBER**—Kenmore winners of the Grey Cup Contest.

**DECEMBER**—The downtown windows were beautiful and a lot of fun to watch.





# ROVING





## Weddings



**Elsie Stevenson**, Department 150 Mezzanine, was married to **Laurel Blackmore** at St. Cecilia Church, 10.30 a.m., November 5, 1960.

**Marion Sommer**, Dept. 807, became the bride of **Peter Eberhl** on Nov. 14 at the Sacred Heart R.C. Church in Watson, Sask.

**Elsie Stevenson**, Dept. 150 mezzanine, was married to **Laurel Floyd Blackmore** on Nov. 5th. The ceremony was held at St. Cecilia R.C. Church, Regina.



## New "Additions"

**Mr. and Mrs. Wesley Rolfe**, Dept. 156, became the proud parents of a daughter, **Kim Dee-Ann**, on Nov. 14th. Wes is our production editor on the Digger Staff. Congratulations!

## OUR HOSPITAL ROSTER

**Neil Germaine**, Retail Op.

**Gladys Nelson**, C.S.O.  
Weyburn.

**Albert Simpson**, Retired.

**Walter Johnson**, C.S.O.,  
Grand Prairie.

**Thelma Smith**, Dept. 150.

**Lena Weimer**, Catalogue  
Shopping.

**Albert Reist**, Group 1.

**Barbara Molter**, Recording.

**Sylvia Kahoot**, Adjusting.

**Maurice Tremblay**, Group 4.

**Lena Waldner**, Returns.

**Ken Hassman**, Group 4.

**Nina Brandt**, Credit Retail.

**Mary Walsh**, Dept. 880.







# SPORT

The Bowling Beavers, '60 Champs! Roy Sauer, Captain, Virginia Fluter, Helen Donison, Lil Burgess, Vic Evans and Gene Yellowega.

Two hundred and six pins better than Bill Shvak's Yogies gave the Beavers the bowling championship in 1960. Sorry but Vic Evans and Gene Yellowega are missing from the picture.

Ruby Roberts' Blowers, consolation winners. Captain Ruby Roberts, Bernice Dobko, Shirley Barry, Marge Jersak, Alice Graff, Joyce Ewashko, Terry Simpson and Beatrice Beaudin.

Bowling Bouquets to individual winners. No wonder Stan Larkin can smile caught between Hilda Woolseley and Laura Shields. Stan Larkin presented Hilda Woolseley, ladies' High Three game award, 768, and Laura Shields, Ladies' High Average, 193. Missing is Marg Garry, Ladies' High Single, 338. This reminds me more of my high three game on a good nite. Gerry Mann is shown holding the trophy for the Men's High Average, 234. Standing to his left, Stan Larkin, Men's High Three award winner, 839 pins (a little more serious in this picture). Missing is Earl Salminen, Men's High Single, 317.

Congratulations to the champs and individual award winners!





# TALK with John Parady

## CURLING



### CHAMPIONS

John Parady, Virginia Fluter, Fran Wright, Lyle Pielt.

Lyle Pielt's rink, Curling Champions, 1960. After a year's absence from the Simpson's and Simpsons-Sears curling league LYLE returned to lead his rink to the Grand Championship. Early playoff round victories over Rod McIver and Bill Huber put him in the final against Gene Yellowega who, in turn, had defeated Ray O'Shaughnessy and Bob McIntyre. Lyle then defeated Gene in the final for the championship.

### CURLING SHORTS

Ray O'Shaughnessy's rink, seventeen victories, and one tie in league play but lost his only game of the season in the opening playoff round to Gene Yellowega.

Eric Peachey, 1959 champion, was a consolation event winner in '60. Hanet Haney, member of Eric's rink in '59, sat out in '60, when she had the misfortune to break her wrist.

Jean Fitton, one of the best lady curlers in the city.

Bill Youngson, former Simpsons and Simpsons-Sears champion, is always a contender. In '59-'60 we had thirty-six rinks, some mighty curlers and in all a good curling year.

The following were the event winners in '60:

**Champions**—Lyle Pielt, John Parady, Virginia Fluter, Fran Wright.

**Runners-up**—Gene Yellowega, Elsie Mundt, Kay Fraser, Helen Anderson.

**Consolation "A" Group**—Ray O'Shaughnessy, Charlie Swift, Ev Mitchell, Gerry Kurucz.

**Consolation "B"**—Reg Palmer, Adolf Fedje, Isabel Coster, Kelly Kaleniuk.

**Consolation "C"**—Eric Peachey, Eva Keast, Gerry Bobbitt, Ivy Simpson.

**Consolation "D"**—Albert Simpson, Jim Thompson, Jean Gnuis, Fran Woolsey.

**Special Event**—George Yeomans, Ed Zawacki, Delores Schmitz, Phyllis Baker.



### RUNNERS-UP

Gene Yellowega, Elsie Mundt, Helen Anderson, Kay Fraser.



### SOFTBALL IN '60

All-States were pennant winners in the Commercial league in '60 but lost in the playoffs for the City Championship. This was the first year in an organized league and some of the fellows want to move up to Senior "B" next year.

Many of the Simpsons and Simpsons-Sears ball players from the 1959 South Saskatchewan "B" champions lined up with Moose Lodge in '60 and again went all the way to the Saskatchewan final before bowing to Saskatoon.



Reilly Cup Winner 1960—**Ron Wolfe**.

The top prize in men's golf was captured by **Ron Wolfe**. Ron defeated **Eric Peachey**, a returnee to the league this year in an eighteen-hole playoff. Ron accepted the award from **Harry Head**.

Consolation event winners were **John Geisinger**, **Tom McRadu** and **Alec Eaket**.

**Frankie Kuski**—Social Club Event winner in 1960.

Frankie defeated **Laura Shields** for the top honor in ladies' golf.

**Marion Hines** captured the Descamp Trophy with a victory over **Dee Korsrud**. Other consolation event winners were **Elsie Mundt** and **Jean Grant**.

The Drivers had their own golf league this year and **Randy McLean** was top man. Randy accepted the cash award going to the winner. **Gordon Carsen** won the consolation event.

Again this year the two-ball foursome held the spotlight twice. First in June and then in late August.

This we believe is one of the most enjoyable events of the year. The picture was taken at the first outing in June. There's several people missing who were too busy eating to have their pictures taken including our Wheat Queen, **Erin Britton**. (I wonder how she keeps that figure.)

**Don Wilson**, champ of the Retail Managers' Annual Golf game. Don beat out **Frank Prosofsky**.







### SPORTS FEATURES IN '60

Many of our fellow employees have shared the sport spotlight in either direct participation in our own sports activities or outside sports activities.

**Gerry Bobbitt**; the Trans-Canada Highway Express trophy for golf put up for competition and played for by members of the Saskatchewan Industrial league was won by **Gerry Bobbitt**. This will be an annual event and we are proud to see it won by Gerry in its inaugural year.

**Phemia Boak**—a member of the Regina Ladies' bowling team which participated in the Western Roll-Offs in Calgary.

**Elsie Mundt**—a member of the Ladies' South Saskatchewan Ten Pin champs.

**John Hehn**—pitched a no-hit game in Senior "B" men's league play.

**Gerry Bobbitt and Des Cassidy**, active in promoting minor baseball in the city of Regina.

We would like to continue to list the names of the guys and gals in our sports programme, the ones who participate, the ones who work on the committees so the rest of us can enjoy the sport and those who watch.

1960 was a good year, if you want to enjoy '61 better, why don't you join up? All sports activities are open to you.

We wish you all

*A Merry Christmas*  
and  
*A Happy New Year*



